



Chicago Chapter

RESOURCE NETWORK DIRECTORY

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LipmanHearne

As an additional benefit to our members, AFP is pleased to offer this Resource Network Members directory. The companies and individuals represented here provide products and services designed for use by non-profits. You can browse for providers by practice category and subspecialty, or scroll through the detailed profiles for more information. Whether you are looking for ideas about donor recognition, consulting, software, or other products or services, we hope you will find this a valuable resource.

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The Stelter Company

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Graham-Pelton Consulting

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Operations & Procedures

CJW Consulting & Services

Database Development

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CJW Consulting & Services
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NFP Consultants, Inc.

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CJW Consulting & Services
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CJW Consulting & Services
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NFP Consultants, Inc.

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The Stelter Company

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Centron Data Services, Inc.
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The Stelter Company

Graphic Design

CMFI Group, Inc.
LTS LeaderBoard

Organizational Development

The Stelter Company

Market Research & Planning

The Stelter Company

Publicity

LTS LeaderBoard

Association of Fundraising Professionals (AFP)

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BACKGROUND:

The **Association of Fundraising Professionals (AFP)** is the professional association of individuals responsible for generating philanthropic support for a wide variety of nonprofit, charitable organizations. Founded in 1960, **AFP** advances philanthropy through its 25,000+ members in 172 chapters throughout the United States, Canada, Mexico, Hong Kong, Jakarta and Singapore, with strategic alliances in the United Kingdom, New Zealand, Australia and the Netherlands.

AFP promotes stewardship and donor trust by setting consistent and high standards of professional practice. Members are required to comply with a Code of Ethical Principles and Standards of Professional Practice that is designed to provide concrete guidelines for fundraising professionals in philanthropic organizations.

SERVICES/PRODUCTS:

Member services include the **AFP** International Conference on Fundraising, electronic and print publications, the **AFP** Chapter Resource Center, Awards for Philanthropy, National Philanthropy Day, Career Planner and scholarship programs.

For additional information, visit the **AFP** website at www.afpnet.org or call the International Headquarters at 800/666-3863.

Auctionpay

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BACKGROUND:

Auctionpay works with nonprofits to automate and improve key fundraising processes, both online and benefit event-related. Only **Auctionpay** provides complete benefit event solutions that seamlessly integrate to provide an end-to-end event fundraising solution.

SERVICES/PRODUCTS:

Products include:

- Event management software to help you track and manage all event details
- Customized online event registration, tuition and year-round donation capabilities
- Secure and convenient payment processing designed for benefit events

See for yourself why over 3,500 nonprofit organizations have chosen **Auctionpay** to automate and improve their fundraising processes. Learn more at www.auctionpay.com or by calling 1-800-276-5992.

AuctionStar®

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BACKGROUND:

Make it EASY for guests to support your auction event! Auction event software manages your charity benefit from beginning to end. **AuctionStar®** is a unique, patented bar-coded system that enables a fast checkout with fun, intensified bidding. **AuctionStar®** tracks donor, item and guest information; produces the auction catalog and event materials; handles invoicing with credit card processing options; and provides purchase statistics and many other features. Pricing is customized to your needs. Free technical phone support and event coordination.

SERVICES/PRODUCTS:

We are happy to announce that the 2005 Chicago AFP conference attendees can now access special discounts on auction planning resources from Crestware, Inc., provider of **AuctionStar®** software. Having worked with several AFP members, Crestware, Inc. is pleased to extend a 25% discount off its software license fee, to every 2005 Chicago AFP conference attendee. Please visit us at booth #22.

TIPS FROM AUCTIONSTAR®:

A silent auction's success hinges on organized, thoughtful planning balanced with an organization's available resources. In organizing a silent auction, it is critical to assess and determine specific goals from top to bottom.

Have a Road Map

If you have already held a silent auction, review your results to identify the areas you would like to improve. If planning your first silent auction, be realistic in setting your goals. Once financial goals are defined, consider the "soft" goals in your planning process. How can your organization's prestige and profile be enhanced? Are you utilizing staff and volunteers appropriately? How will you recognize donors? Human resource allocation, data, project and time management are all key elements to making your event a success.

Managing Volunteers

The chairperson's role should be that of a manager, staying focused on the overall process and delegating responsibilities. He or she must assess volunteers' individual strengths to recruit the right person for each job. Computer skills, creativity and project management experience are a few of the talents you might look for in your staff and volunteer pool. Ideally, you will ask volunteers to groom an eventual replacement, so that each person taking an important job will already be familiar with it and with your organization.

Technology Tip

A variety of great new auction software is now available that can help organize and centralize many tasks and even reduce the number of volunteers needed. Some software packages will enable you to create event materials such as item display signs, live auction bid paddles, an auction catalog, and certificates. Other capabilities might include table assignments; management of ticket sales; reports for event statistics; and automated printing of mailing lists, mailing labels, and nametags. Do your homework to find out which auction software is best for you and your organization.

Avoiding Common Pitfalls

Typically, the two points during an event when information is managed and processed will make or break a silent auction's success.

Registration – Effective communication is the key to a smooth registration process. Guests should be told ahead of time about the check-in procedure: Is it by the guest's last name? By their host's name? By the name of their company? You'll need to establish your policy on ticket purchases at the door and communicate it to potential attendees in your pre-event materials. You should clearly communicate when the auction closes and how it will be announced. Be sure to gather credit card and contact information during registration, otherwise it may be impossible to track down winning bidders who leave the event without checking out.

Checkout – Too often, a chaotic checkout process can spoil what had been an otherwise flawless event. Be sure you schedule plenty of time between the close of the auction and the checkout so you can identify high bidders and prepare invoices for pick-up. Utilize plenty of volunteers to process guests efficiently and match them with their items. Remember, the last impression that guests will have of your silent auction is the checkout!

Centron Data Services, Inc.

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BACKGROUND:

Centron Data Services, Inc. provides *single source* direct mail service integrating computer processing, laser and offset printing, postal sorting, and automated mailing services. **Centron's** services allow customers to shift project detail management to a qualified, reliable and experienced team. Through outsourcing to **Centron**, customers can reduce the time it takes to produce mailing and lower their cost while improving efficiency. From planning to final production, **Centron** is a *partner is quality* with its customers.

SERVICES/PRODUCT(S) PROVIDED:

- High Quality Direct Mail Services
- Multiple Matched-Piece Mailings
- Production Mailing Services
- Laser Printing
- Offset Printing
- Comprehensive Data Processing Services
- Automated Mailing Services
- Mail Processing, including Move Update Processing and Address Element Correction
- Mailing Lists

CJW Consulting & Services, Inc.

Cheryl J. Weissman

President

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BACKGROUND:

Cheryl Weissman's work in the development office at a Chicago social service agency in the mid-eighties awakened a lasting commitment to the non-profit community. Following her work as a fundraiser, Cheryl spent 5 years as account manager for a national provider of fundraising software. Working with development professionals at all levels, Cheryl developed and delivered training programs, performed data conversions, installed software, organized and hosted users groups, provided on- and off-site consulting services and provided input into software updates.

In 1993, believing she could more efficiently serve the non-profit community without the overhead of a larger company, Cheryl created what began as CJW Enterprises and was renamed **CJW Consulting & Services, Inc.** upon its 1999 incorporation.

SERVICES/PRODUCT(S) PROVIDED:

Software training: Hands-on, onsite training for various fundraising software products including Raiser's Edge, Results/plus, Tessitura and more. We also provide training for all Microsoft products, Lotus and WordPerfect.

Data conversion: We perform data conversions at rates significantly lower than software vendors. We can also act as a liaison between you and the vendor to help ensure the most complete conversion possible.

Temporary staff replacement: Our trained staff and contractors can keep your organization current with gift entry and acknowledgment during peak activity or times of transition. Available in selected areas.

Consulting: Consulting services include software assessments and audits, data analysis, internal procedure documentation, annual fund/direct mail segmentation, E-commerce, building software interfaces, designing custom reports, and much more.

TIPS FROM CJW CONSULTING & SERVICES, INC.:

Every Development office should have an internal policies and procedures manual that thoroughly documents your standards for data entry; reporting procedures; software maintenance requirements, and other information required to ensure the ongoing effectiveness of your software.

This document should include, for example:

Detailed information about how data is to be entered at your organization (standards for entering addresses, phone numbers, salutations, etc.)

Which reports are to be run, how often, report formatting instructions, etc.

Who performs backups, how often, what verification procedures are in place

What procedures must be taken each time an appeal goes out

Which key queries must be reviewed/updated, how often and by whom

A well-designed and regularly updated internal manual can be provided to new staff members and serve as an effective guide to help ensure that anyone entering data will maintain consistent standards. This maintains data integrity and makes your software a far more effective tool.

CMFI Group, Inc.

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BACKGROUND:

Dan Martin with **CMFI Group, Inc.** has been in the printing and direct mail business for over 20 years. The last eight years he has been working with non profit Development Offices to help increase the effectiveness of their direct mail fundraising.

Dan has been with **CMFI Group, Inc.** for the last seventeen years and uses the services **CMFI Group** provides in his work with non-profit organizations. By tailoring the services of **CMFI Group** to direct mail fundraising Dan is able to take the complete project from concept and copy to the post office drop all in house. Other services include newsletters, annual reports, and marketing projects.

SERVICES/PRODUCTS:

CMFI Group, Inc. has several divisions all under one roof.

- Full Service Printing
- Design and Marketing
- Direct Mail
- Incentive, Ad Specialty, Corporate Ware
- Warehouse and Fulfillment

Services Dan offers to help with Direct Mail Fundraising are...

- Letter Writing and Rewrites
- Consulting
- Acquisition Lists and Donor Profile
- Complete Direct Mail Packages in a Timely, Effective Manner

TIPS FROM THE CMFI GROUP:

The PS in any fundraising letter is the most read area of the letter. Make sure you have one.

The PS should:

1. Restate the action you are asking the reader to take. (Make a contribution.)
2. State the need for action now. (Make it urgent.)
3. Refer to something in the body of the letter in order to get the reader back into reading the letter. This helps get the reader focused on the case you made in the letter and leads them again into making a donation. (This is for the many people who skim the letter and read the PS.)

Community Counselling Service (CCS)

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BACKGROUND:

Since 1947, **CCS** has provided fund-raising counsel and management services to outstanding nonprofit institutions in the Midwest and worldwide. Today, **CCS** designs innovative campaigns to advance the missions of major academic, health, religious, civic, cultural, environmental and human service organizations. **CCS** campaigns raise billions of dollars to support:

- Endowment and research
- Operating funds
- New facilities and capital improvements
- Scholarships and financial assistance
- Technology
- Innovative program offerings

CCS projects have helped transform organizations by providing significant capital and endowment funds by:

- Identifying major donors through new technologies
- Building regional and nationwide outreach
- Securing historic levels of major gift support from trustees, friends, foundations, corporations and constituent groups
- Achieving unprecedented seven- and eight-figure leadership gifts.

SERVICES/PRODUCTS:

With a permanent staff of highly-skilled professionals, **CCS** provides outside counsel, resident campaign management, and comprehensive support services including:

- Capital and endowment campaign planning, management, and direction
- Development office and program management
- Major Gift prospect management
- Research and screening services
- Staff training
- Feasibility and planning studies
- Development audits and assessments
- Executive consultation
- Board development and orientation
- Marketing and communications
- Case statement development
- Development publications
- Electronic research services

HELPFUL TIPS ON CLOSING THE GIFT:

- Use a calendar to establish pressure points and create urgency.
- Set short turnaround deadlines for follow-up letters, calls and proposals ~ stick to them.
- Make closing a priority over other low- or non- yielding tasks.

Convio

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BACKGROUND:

Convio is an Internet software and services company that provides online Constituent Relationship Management (eCRM) solutions for nonprofit organizations and higher education institutions. As a trusted Internet partner for organizations of all sizes and missions, **Convio** neither advocates nor opposes the issues our clients represent — we simply offer the tools they need to connect with their constituents online.

Founded in April 1999, **Convio** conducted more than 1,000 interviews with nonprofit executives — ranging from the CIO of the Red Cross to executive directors at regional nonprofits — to develop a comprehensive platform that addresses the unique fundraising, communication, advocacy and relationship management requirements of nonprofit organizations. **Convio's** solutions help organizations leverage the Internet to develop stronger relationships with all constituents: to increase donor/member retention rates; to realize operational efficiencies in fundraising and communications; and to manage a dynamic Web presence without requiring significant in-house technical expertise.

SERVICES/PRODUCTS:

Convio provides hosted Internet tools and services that help organizations to attract, motivate and retain constituents for fundraising, advocacy and other support. **Convio's** online software suite includes solutions for general and volunteer fundraising, ecommerce, Web content management, email marketing, advocacy, membership management, event registration, online community-building and more. The **Convio** platform automatically shares data among all product modules and with offline databases, giving organizations a unified view of each constituent so staff members can conduct more personalized and targeted marketing. **Convio** also offers services to help nonprofits adopt online marketing best practices. With **Convio**, organizations can more effectively market, raise funds and mobilize constituents to build a loyal support base.

DonorPerfect/SofterWare, Inc.

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As of 7-1-06

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BACKGROUND:

Established in 1985, there are now over 5,000 diverse organizations using **DonorPerfect** worldwide including museums, schools, hospitals, health, social service and community organizations. References are available upon request. A staff of over 90 support, development and marketing representatives serve the growing client list.

SERVICES/PRODUCTS:

DonorPerfect has set the standard as the easiest, most flexible and cost-effective fundraising management system. DonorPerfect Visual Edition, our PC/Network-based system, maintains complete donor and prospect records, student & alumni information, special events, pledge processing, gift management, personalized communications and extensive reporting capabilities. Our Web-based product, DonorPerfect Online, allows you to manage your fundraising information securely online from anywhere in the world. Hosted or installed, DonorPerfect Online is scalable, flexible and easy to use!

Duo Consulting

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www.duoconsulting.com

BACKGROUND:

Duo Consulting helps clients create, organize, and manage content to drive business results on the web. We can help you reduce administrative labor by automating application processes, cultivate member relationships through email marketing and online donations, or reduce IT costs through improved efficiency. Learn more at www.duoconsulting.com.

Easy-ware

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www.easy-ware.com

BACKGROUND:

Elegant in design, flexible and easy-to-use, Total Info is the one system that does it all: fundraising, membership, volunteers, events, auctions, contact management, email, calendar, grant management, funding tracking, programs and outcomes, outreach, camp and class registration, product sales, box office, letters, reports, mailing labels and much more. Our built-in word processor automates form letters and mailing labels. Flexible custom report tool allows you to create sophisticated unlimited reports. Very affordable with no extra charges for additional modules or users - plus free upgrades, Total Info has an extremely low life cost. You shouldn't have to pay a fortune for quality software to run your organization. Total Info provides the most functionality and our low pricing makes it the best value. Find out why our customers say "It's exactly what I need!"

eTapestry

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BACKGROUND:

eTapestry provides web-based products and services to nonprofit organizations of all types and sizes. Products are used to help organizations manage and grow their fundraising activities. Our flagship application, also named **eTapestry**, is a web-based software database that helps organizations track donors, prospects, members, and all giving activity. Organizations can integrate ecommerce services for online giving and event registration with their website services also provided as a comprehensive solution by **eTapestry**. **eTapestry** was the first ASP offering to nonprofits bringing remote access, automatic updates, and maintenance free operation. These benefits, combined with an innovative pricing model and award winning customer service have allowed **eTapestry** to serve over 3000 nonprofits around the world.

FundNet LLC

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BACKGROUND:

FundNet LLC was formed to assist non-profit organizations distribution of logoed apparel and promotional products. By providing a free on-line store, linked from the organizations web site, we increase "brand" awareness and solve distribution issues inherent with the handling of apparel and other items. All order processing, customer service, shipping and inventory control is handled by our company. There are no minimums to buy and the organization receives a portion of every sale.

SERVICES/PRODUCT(S) PROVIDED:

Unique On-Line Web stores for non-profit organizations
100s of promotional items available with no minimums to purchase
Items shipped direct to buyer – no storage issues
Organization makes a percentage on every sale

GetActive Software

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BACKGROUND:

GetActive is the leader in relationship management solutions for membership organizations. We are:

Innovative: **GetActive** leads the industry in defining best practices and incorporating those best practices into its products. As a client, you benefit from our understanding of the market and our ability to define the standards by which future technologies will be judged.

Dynamic: **GetActive's** frequent product upgrades and enhancements ensure that the products you use are the best available on the market. Our product helps you continually improved your communications efforts with constituents.

Dedicated: **GetActive** prides itself on providing reliable products and services to its clients. This dedication makes your job easier because our team acts as a virtual extension of your organization- providing you with technology resources and support you need. We are dedicated to your success.

Proven: Our successful track record with leading membership organizations proves the value of our solution. Hundreds of organizations have selected and stayed with **GetActive** because we deliver on our promises. Choosing a reliable, flexible technology solution such as ours lets you focus on the issues that matter most to your organization.

Graham-Pelton Consulting, Inc.

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BACKGROUND:

Graham-Pelton Consulting, Inc. is a full service fundraising and nonprofit management firm whose members joined forces after serving in leadership positions at nonprofit organizations throughout the United States. **Graham-Pelton's** team of experienced professionals has a track record of success in fundraising and development management services for all sectors of the nonprofit world.

SERVICES/PRODUCT(S) PROVIDED:

Services offered by **Graham-Pelton** include capital campaign management, feasibility/planning studies, board training and development, planned giving management, annual fund management, development assessments, development communications management, and prospect screening. For more information please call 800-608-7955 or visit www.grahampelton.com.

Grenzebach Glier & Associates, Inc.

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BACKGROUND:

Grenzebach Glier & Associates, Inc. is a full-service philanthropic management consulting firm with more than 45 years of experience and current client program and campaign goals totaling more than \$27 billion. The firm serves educational, medical, cultural, and other not-for profit organizations throughout the United States, Canada, and Europe.

SERVICES/PRODUCTS:

GG&A's Prospect Builder screening services combine predictive modeling, wealth and affiliation data, and consulting expertise with Web-delivery to let organizations identify, rate, and research top new prospects with precision and confidence.

Call, e-mail, or visit our Web site to request your free Discovery Kit or to request a free, on-line trial of Prospect Explorer on 500 of your constituent records.

Heller Consulting Inc.

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BACKGROUND:

For organizations using or implementing the Raiser's Edge® software

- Conversions, VBA customizations, integrations between systems
- Training and Consulting
- Custom Reports development

Development Operations (whatever your software):

- Software Search and Selection
- Operational Redesign – workflow and staffing configurations to support fundraising.
- Consulting for Capital Campaign Operations Design
- Developing a Financial Reconciliation Process

With offices in Chicago, San Francisco and Seattle, we have the largest independent team in the nation devoted to serving users of the Raiser's Edge®. Everyone on our team has real-life nonprofit experience, and we offer expertise in nonprofit accounting, regulations and more. We have VBA programmers and technical expertise not available to small shops, meaning we get your work done faster and more efficiently and we can develop the best creative solutions to meet your needs.

The mark Raiser's Edge® is a registered trademark of Blackbaud, Inc. Heller Consulting, Inc. is an independent consulting firm and, as such, is neither sponsored nor endorsed by Blackbaud, Inc.

Honorcraft Incorporated

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BACKGROUND:

Since 1961, **Honorcraft** has been creating satisfied customers through our design and manufacture of handcrafted recognition products. While our clients have come to expect unsurpassed quality, it is our unerring attention to their needs and preferences that provide them the unique advantage of an Honorcraft relationship.

We understand the often competing demands faced by buyers of recognition programs. We know what you go through to select the right program and materials, to ensure suitability of image for your organization, to promote and reinforce each recipient's achievement and to keep it all within a defined budget.

Honorcraft stands ready to help you demonstrate esteem and high regard for your most dedicated donors, professionals or volunteers. Please feel free to contact us as 847-465-0460 or visit our website at www.honorcraft.com.

LTS LeaderBoard

Darren Barr or Matt Schuman

Owners of LTS LeaderBoard Chicago West and Chicago North, respectively

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BACKGROUND:

LTS LeaderBoard is dedicated to improving the delivery of tournament golf (and non-golf) events to the benefit and enjoyment of charity and corporate organizers, golf clubs, participants and sponsors. This has been achieved through a combination of sophisticated software development and technical innovation resulting in scoring speed and accuracy, enhanced administration, entertainment and sponsorship opportunities. **LTS LeaderBoard's** position will be maintained through research, development and the application of new technology.

SERVICES/PRODUCTS:

LTS LeaderBoard's unique services and systems provide dynamic, entertaining and long-lasting benefits to any charity event or fundraiser that make players and sponsors want to be a part of it again the next year. Using the latest technology developed by our company, **LeaderBoard** helps increase fundraising revenue for any charitable event, including but not limited to golf tournaments, raffles, auctions and recognition banquets. We support the event host/organizer/charity with a variety of tools that garner more sponsorship funds, all the while giving the organizers, sponsors and participants unsurpassed exposure, enjoyment and recognition. **LeaderBoard** is a system that takes a one-day event and turns it into a relationship that works all year long. The technology includes scoring competitions (both golf and non-golf) with a scannable scorecard interface, enhancing results with an entertaining multimedia presentation and pre- and post- event abilities to give the sponsors a human presence all year long. Our motto is "*It's the experience that counts*", and soon all participants in these events will ask before committing, "Is it a LeaderBoard tournament?"

TIPS FROM LTS LEADERBOARD:

THE GOLFER DEMOGRAPHIC

The golfing population in the U.S. is a highly sought after demographic for many advertisers. As a group, golfers are well educated, older professionals with high incomes.

- 86% are male
- 74% are over 30 years old
- 69% earn over \$50,000.00 per year, 43% over 75,000.00 per year
- 47% have college degrees
- 43% hold professional or managerial positions
- There are over 26 million golfers in the U.S. and they spend over \$24 Billion annually on fees and equipment alone.

WHAT DO GOLFERS WANT? (A Southern California study by Eric Tracy)

- Golfers want a well organized event with hassle free registration that starts on time
- Golfers want fast golf
- Better golfers want to play their own ball
- Golfers want to "meet and greet" the charity
- Golfers want honest and accurate scorekeeping
- Golfers want a brief and interesting awards banquet

Metal Décor

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BACKGROUND:

At **Metal Décor** we design and manufacture custom recognition displays and awards. We specialize in donor displays, personalized awards and gifts, and customer signage programs. Our innovative donor recognition systems allow us to complete design flexibility. When choosing your recognition partner, rely on the experience and creativity of **Metal Décor**.

Meyer Partners

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www.meyerpartners.com

BACKGROUND:

Meyer Partners is a fundraising and development service with offices in Chicago and Kansas City. Through expert fundraising counsel and a wide range of donor development options, we help nonprofit organizations advance their missions. A commitment to excellence inspires our work. Together the staff of **Meyer Partners** represents over 100 years of proven development experience. We hold specific expertise in strategic planning, direct mail, planned giving marketing and related fields.

J. Milito and Associates, Inc.

Judee A. Milito, CFRE

President

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BACKGROUND:

J. Milito & Associates, Inc. specializes in personal, high-touch telephone fundraising and we understand that making personal contact with all of your constituents is critical to your institution's long-term success. As hard as you try, you know there are folks in your database who are under contacted or not contacted at all and that is a lot of missed opportunities. For more than 10 years, **J. Milito & Associates** has been specializing in very personal telephone fundraising only for nonprofit organizations that are academic, religious, arts and health and human services. We are cost effective with quick turn around times and our proven 6-dial attempt calling system guarantees 80% database penetration. Last season we averaged more than \$299.00 in pledges per telephone fundraising hour. We are happy to be of service, and it does not matter if your list is 100 or 10,000 records. Let us make the call, we can provide personal connection you and your donors deserve.

SERVICES/PRODUCTS:

Our clients use our telephone fundraising services to ensure successful: Annual appeal follow up, additional gift asks, current donor retention, new donor acquisition, lapsed donor reacquisition, capital campaign initial asks, capital campaign naming opportunities, capital campaign clean up, planned giving prospect cultivation as well as thank you calls. We can even consult with you to help make your on-site internal telephone fundraising even more successful. Let us make the call, as we turn our passion for your mission into gifts of support.

TIPS FROM J. MILITO AND ASSOCIATES:

Education Tips: Two myths about telephone fundraising!!!

“My donors will hate being called.” This is both the most common and the most pernicious of fundraising myths. Just because you (or a board member or another staff person) dislike being solicited by phone doesn't mean your donors will!! Our experience has shown that as few as 1% of donors called, even on the first call-through of a list, object to the call, and upwards of 25% may contribute to the appeal. The people who do object can be easily flagged in your database, removed from the calling pool, and never called again. It's not uncommon to have a zero complaint level on a list previously called.

The fact is, many donors appreciate the interactive nature of the phone call, the chance to ask questions, the personal quality of a phone call, and the ease of giving it provides. Several studies have shown that even those who say no to a telephone call are more likely to say yes to a subsequent direct mail appeal.

“We tried phoning with volunteers and it didn't work so telephone fundraising isn't for us.” Usually what this means is that telemarketing is not for volunteers. First of all, telephone fundraising is a skill that has to be learned and trained. Few people are good at it, and most volunteers just don't have the time to learn the techniques necessary to solicit funds by phone. An equally important factor in the success of telephone fundraising is the volume of names to be called. With a volunteer phone team, you simply cannot achieve the volume and, in turn, the results you can with a professional call center.

NFP Consultants, Inc.

Teresa Francis

Director

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BACKGROUND:

NFP Consultants, Inc. has been providing information system solutions to nonprofits for over 15 years. NFP is Sage Software's Business Partner of the Year for 1999, 2001, 2002, 2003 and 2004. Our experience, along with our commitment to service, makes us the best choice for nonprofit professionals. No matter how large or small your organization is, let us help you make informed decisions about technology. We have offices in St. Louis, Chicago, Tampa, Dallas and San Juan.

SERVICES/PRODUCTS:

Sage MIP Fundraising Solutions

Sage MIP Fund Accounting Solutions

Abra HR and Payroll

FAS Fixed Asset Management

Other Tools for customization and integration

TIPS FROM NFP CONSULTANTS:

Does your Organization have an up-to-date wish list? Develop a wish list of specific items or services that your organization needs with a dollar amount for each item. Promote this through newsletters, any other printed materials, and give a copy to any donors you meet in person. Donors like to see their funds going to a specific need, and this also allows them to donate purchased items or make in-kind donations as well.

North Park University

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BACKGROUND:

Founded in 1891 by the Evangelical Covenant Church, **North Park University** is located on Chicago's north side and enrolls more than 2,800 students from around the country and the world. At North Park, excellence implies not only a deep tradition in the liberal arts and the Christian faith, but also a spirit of innovation, reaching out to serve and to learn from the dynamic community around us. Cultural study centers enrich the life of the campus and connect us to the diverse people of Chicago whose roots extend around the globe. Graduate and special undergraduate programs bring adult, working professionals to the campus on evenings and weekends, enhancing the University's resources in the liberal arts as well as in specialized areas such as business, the health sciences, and education.

We are a Christian university, committed to relating faith in Jesus Christ to the aims of higher education. Ours is not a conformist environment; acceptance of diversity and ecumenism is the spirit of our campus. Our door is open to students who recognize that education always implies values. In **North Park's** classrooms, you will find a full-time faculty of accomplished Christian teachers and scholars, and on our campus, a community of faith.

We invite you to learn more about **North Park**—a special place with a history extending back more than 100 years and a future expanding to meet the challenges of tomorrow. We are looking for men and women who long to grow in knowledge and faith, and who seek a sense of vocation through leadership and servanthood in a global society.

Partners In Recognition

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BACKGROUND:

Partners In Recognition is a company founded by professional to serve professionals. We bring over 100 years of collective experience in donor recognition. As professional we understand the need to maximize your investment in donor recognition. We offer a variety of custom designed systems to meet those needs. Check out our website at www.partnersinrecognition.com.

PRP Wines

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SERVICES/PRODUCTS:

Offering fine wines and sparklings, bearing your picture, name or company logo, individually personalized for business, family celebrations, birthdays, weddings, anniversaries, etc. Select your "favorite" from our exclusive label collection or design one specifically for your special event. These wonderful wines can be shipped all over the United States or hand delivered for a personal touch. An exclusive range of possibilities to say "Thank You" in an ingenious and unusual way.

Rescigno's Mailing Solutions, Inc.

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BACKGROUND:

Rescigno's Mailing Solutions specializes in the development and implementation of annual fund programs. Its public relations, marketing, fundraising and recruitment consultants have assisted in customizing many successful direct mail programs.

Whether your direct mail needs be in the area of direct mail consultation, complete design services, printing, or mail fulfillment, the goal at **Rescigno's Mailing Solutions** is to provide our partners with a full range of services from conception to evaluation.

The Stelter Company

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Regional Field Consultant
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BACKGROUND:

The Stelter Company, a leading publisher of planned giving direct mail marketing programs, serves more than 1800 clients nationally with a staff of more than 55 individuals. We are the only company in our industry to feature a seven-person field staff that conduct face-to-face, on site marketing consultations with our clients and prospects. Our product line includes high-quality, custom-designed newsletters, targeted newsletters and the most complete Web product for planned giving in the country. Completing our full-service objectives, we offer donor research, testimonial writing service, on-site printing facility, mail processing and the Relationship Building Workshop.

SERVICES/PRODUCTS:

Regional Field Consultant based in Chicago with nearly 20 years experience working with local charitable organizations to develop and/or expand their planned giving programs. We also provide/offer donor research, planned giving content, custom-designed newsletters, testimonial writing, on-site printing facility, planned giving web pages and our Relationship Building Workshop.

TIPS FROM THE STELTER COMPANY:

- Consistent direct mail marketing efforts are a must to have a successful planned giving program.
- Develop and foster your relationship with loyal and consistent donors.

Strategic Fundraising, Inc.

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BACKGROUND:

Strategic Fundraising is a full-service direct-response agency specializing in providing high-quality fundraising services and turnkey solutions to nonprofit organizations. Established in 1991, **Strategic** prides itself in providing innovative, performance-oriented solutions in direct mail, phone fundraising, internet fundraising and data analysis.

Strategic Fundraising, Inc. has never been beaten in a head-to-head test in our phone fundraising services. Our attention to superior customer service and results that are second to none are some of the reasons we have produced more net income for our clients than other providers.

SERVICES/PRODUCTS:

Phone fundraising
Direct mail
Data analysis

TIPS FROM STRATEGIC FUNDRAISING INC.:

Maximizing your ROI – does phone fundraising really work?

As a general rule, the average gift and number of reactivated donors will be much higher in a phone campaign compared to a mail campaign. Because of the active nature of phone fundraising, when comparing phones and mail we typically find a 15 – 20% increase in average gift and a 2 - 3 fold increase in the number of donors that are reactivated. Phone fundraising keeps more donors on the active files so they can be cultivated with the intention of increasing their interest and relationship with the organization to move them up the giving pyramid.

VisionMark, Inc.

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BACKGROUND:

VisionMark has been in the donor recognition business for over half a century, providing innovative solutions that are both creative and cost effective. Unlike others in the industry, **VisionMark** is a full service company with both design and manufacturing capabilities. Thus we can coordinate a total solution for our clients from concept to final assembly.

We know budgets and completion dates are critical. That's why **VisionMark** is committed to meeting both to the ultimate satisfaction of our clients. Our objectives are to help them achieve their goals with a recognition solution that will be a lasting tribute to their donors as well as inspire all who view it. From dedication plaques, to memory fountains, interactive kiosks and complex donor walls, **Vision Mark** prides itself with unmatched quality in design and construction.

Our regional recognition consultants are available to meet on your site and prepare a no-cost, no-obligation design proposal for consideration.

Wealth ID/WealthEngine

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BACKGROUND:

Nationally, over 800 large and small nonprofits use our prospect research services. Our clients include colleges, universities, private schools, membership organizations, human services agencies, museums, theaters, hospitals, and others. If you are looking for information about existing donors or new prospects, we can save you time. With our WebService, your office will have unlimited access to the best collection of publicly available information –D&B, Who's Who, Thomson Financial, and others – all the sources you want in one place.

Special Thanks to the Resource Network Directory Sponsor

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